

THE NEW JERSEY CENTER FOR THE PERFORMING ARTS

SUMMARY

In January 1987, C. W. Shaver & Company, Inc. began work to assess the needs of New Jersey's performing arts organizations for the type, size and location of performing facilities required to meet their current and future needs.

A part of the charge to the Company was to assess existing facilities and to determine whether more than one facility in one or more than one location could best accommodate those objectives.

SUMMARY OF FINDINGS

Existing Facilities

1. No performing arts facility capable of serving as a home for, or of providing adequate seating capacity, necessary acoustical or theatrical requirements or appropriate support spaces for, the New Jersey Symphony exists in the State of New Jersey.
2. No facilities exist which, in their present condition, have the combination of adequate seating capacity, acoustical qualities, theatrical capabilities and audience amenities to serve as a quality performance center for the New Jersey State Opera, New Jersey dance companies or for national or international touring companies.

Few middle-sized or small theater spaces exist in the State other than those of limited availability in churches, schools, colleges and universities.

3. As a result, New Jersey performing arts organizations have been hampered in their artistic, organizational and financial development, and in their ability to serve residents of the State.

4. College and university performance facilities, although frequently limited in seating capacity and in their acoustical and theatrical qualities, are serving as venues for performances, particularly dance, to the extent such facilities are available for non-college users.
5. New Jersey lacks sufficient major summer performance facilities for cultural presentations. The Garden State Arts Center at Holmdel and the Waterloo Festival are the most readily identified locations for summertime entertainment and cultural presentations.
6. Facilities of the size and quality identified by New Jersey performance companies and by impresario agencies in New Jersey and New York would provide the quality and variety of artistic programming attractive to the New Jersey audience market.
7. New Jersey has a number of communities with population markets sufficient to support performing arts facilities. Demographic characteristics, market studies and other data indicate the residents attend cultural events and will attend in New Jersey if high-quality performances are available in accessible facilities with the acoustical and theatrical properties appropriate for such performances. Lacking such facilities, the residents of New Jersey seeking world-class cultural programs

are required to travel out-of-state, particularly to New York City or Philadelphia to attend performances. Major performing arts organizations giving performances in New York and Philadelphia report that 10 to 25 percent of their audiences are New Jersey residents.

New Performance Facility Needs

An analysis of potential user organizations, large and small, based in New Jersey, New York and Philadelphia, and of potential audience markets, indicates the following size and characteristics of performance facilities needed by their organizations:

- A world-class Concert Hall seating approximately 2,500 persons, to serve as the resident home of the New Jersey Symphony Orchestra and to accommodate the finest symphony orchestras, other music ensembles and artists from the United States and abroad.
- A major multi-use facility seating 3,000 or more persons for use by New Jersey opera, dance, theater and other performance groups, and by world-class national and international touring companies and artists.
- Music Theater facilities seating approximately 1,800 persons to serve the New Jersey Symphony, New Jersey Opera, New Jersey dance and theater companies and for

use by national touring dance, opera and theater companies, classical and popular soloists.

- Theater spaces of 500-to-750 seating capacities for drama, dance, smaller music ensembles and individual artists.
- Theater spaces of 100-to-350 seating capacities for plays, experimental and children's theater and other uses by professional and non-professional organizations.

Total Projected Uses of Center

827 Performances

528 Rehearsals

1,355 Uses

Projected Attendance

1,400,000 - 1,500,000